



"No Fun," Says He, "Unless You Wear B. V. D."

GET the full fun out of your vacation in B. V. D. If you're cool, work is play, and either side of the road is the shady side. In B. V. D. you belong to the "I Won't Worry Club." Join it right away, and you'll daily look at life through rose-colored glasses, with a quip on your lip and a song in your heart.

For your own welfare, fix the B. V. D. Red Woven Label in your mind and make the salesman show it to you. If he can't or won't, walk out! On every B. V. D. garment is sewed



This Red Woven Label
MADE FOR THE
B.V.D.
BEST RETAIL TRADE
(Trade Mark Reg. U. S. Pat. Off. and Foreign Countries)

B. V. D. Coat Cut Undershirts and Knee Length Drawers, 50c, 75c, \$1.00 and \$1.50 the Gaietycut.

B. V. D. Union Suits (Pat. U. S. A. 4 30 07) \$1.00, \$1.50, \$2.00, \$3.00 and \$5.00 the Suit.

The
B. V. D. Company,
NEW YORK.

London Selling Agency—66, Aldermanbury, E. C.



A wise man don't expect life to be perfect, but he finds it powerful hard to forgive the home team's pinch hitter for fannin' out, or his favorite pipe for goin' back on him.

Velvet Joe



The pipe filled with VELVET, the Smoothest Smoking Tobacco, will never "go back on you." More than two years' ageing of Kentucky *Burley de Luxe* insures you a slow burning, mellow, biteless smoke with real body and flavor. Full weight 2 oz. tins, 10c. Coupons of value with VELVET.

How Many Hides Has a Cow?

This may seem a foolish question.

Yet the area of automobile upholstery made from one cow's hide is about three times that of the whole hide.

How?

By splitting the hide into three sheets, and coating and embossing the "splits" in imitation of grain leather.

Coated split leather is therefore artificial leather much inferior to



MOTOR QUALITY

which is scientifically made artificial leather based on a fabric much stronger and more uniform than the fleshy split, but coated and embossed in the same way.

The difference is all in favor of Fabrikoid, which is guaranteed superior to any coated split. Not affected

by water, heat or cold. Several leading makers have adopted it. Any maker can furnish on your car if you order it so.

Send 50 cents for sample 18x25 inches. Enough to cover a chair seat. Mention this magazine and specify Black Motor Quality Fabrikoid.

DU PONT FABRIKOID COMPANY

WILMINGTON, DEL. and
TORONTO, ONT.

Sir Arthur Conan Doyle

AND

Sherlock Holmes

IN OUR

Sunday Magazine

¶ In connection with the visit of Sir Arthur to this country, we are privileged to announce that *the first Sherlock Holmes Serial* ever written by Sir Arthur Conan Doyle will be published in our Sunday Magazine, beginning in September.

¶ For this serial we have paid the highest price per word ever paid for a serial in the history of all publications.

¶ The appreciation of "Sir Nigel" and of "The Lost World," published serially in our Sunday Magazine, led to Sir Arthur's giving this magazine the first choice of his work.